

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

January 5, 1998

RJR Account #761406

Mr. J. Beltrami

KLEIN CANDY

FEBRUARY: DORAL B2G1F / PROMOTION #800017

Dear John:

DORAL B2G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 120 skus of B2G1F Displays (Item #536510) to pack and ship this promotion to your participating retail accounts.

8030 - 0029

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
<i>Light 100</i>	12300-24972	<u>8</u>
<i>Light Men 100</i>	12300-24974	<u>8</u>
<i>FF 100</i>	12300-24973	<u>4</u>
<i>Ult Lt 100</i>	12300-24975	<u>8</u>

DISPLAY DETAIL (#536510)

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

PO # 12542

Product / Premium Arrival:

Ship Date to Retail:

January 26, 1998

Week of: February 9, 1998

SKU CUBE :

SKU WT (w/o Product):

Retail Sales Offer per Sku:

0.8750

1.7100 lbs

21 Offers

51844 5368

-2-

B2G1F
KLEIN CANDY

Billing per Sku:

- 5 Savings Cartons (if additional live pack is added to Display)
- 4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT \$ Amount:
(All PA State Use)

\$5,015.35

PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP
NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER*
LIST.

BRAND STYLES:

DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100 / ULT LT 100

PLACE INTO EACH DISPLAY:

- * 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
 - * 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
- EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$98.00 (7 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: J. McLean

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

WHOLESALE : 761406 KLEIN CANDY COMPANY <DIRECT>
 TEMPLATE : 800017 80200 DOR FEB98 B2G1P
 TEMPLATE SEQ : 0028
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
132601	132220	745351	CR FRIENDLY #14	62 N MAIN ST	STEWARTSTOWN	PA	17363	1		1861-0000		(717)993-5423
133204	133226	059033	TOM'S TOBACCO	2525 EASTON AVE	BETHLEHEM	PA	18017	1			947507	(610)061-0390
133204		183593	SMOKE SHOP	1706 W CHEW ST	ALLENTOWN	PA	18104	1				
133204	1332221	184213	GEIGER'S MARKET	3001 2ND STREET	WHITEHALL	PA	18052	1				(610)264-227
133204	133221	415867	C. R. FRIENDLY #19	4755 MAIN ST	WHITEHALL	PA	18052	1		1861-0000		(610)261-9060
133204	133221	487156	FULLERTON SELF SERV	#100	WHITEHALL	PA	18052	1		1861-0000		(610)264-4109
133204	133221	510976	C. R. FRIENDLY #33	3640 ROUTE 309	OREFIELD	PA	18069	1		1861-0000		(610)395-3110
133204	133221	613225	CR'S FRIENDLY MKT	802-824 UNION BLV	ALLENTOWN	PA	18103	1		1861-0000		(610)435-8835
133204	133221	657144	HIGHWAY SUPERETTE	1032 S 5TH STREET	ALLENTOWN	PA	18103	1		1861-0000		(610)821-8276
133204	133221	662025	C R FRIENDLY #53	702 NTH 19TH ST	ALLENTOWN	PA	18104	1		1861-0000		(610)432-9235
133204	133221	665842	DELI-MART	4225 W TILGHMAN S	ALLENTOWN	PA	18104	1		1861-0000		(610)398-1708
133204	133226	745366	CR FRIENDLY #54	3010 SCHOENERSVIL	BETHLEHEM	PA	18017	1		1861-0000		(610)863-1098
133204	133221	745368	CR FRIENDLY #63	1043 LEHIGH ST #	ALLENTOWN	PA	18103	1		1861-0000		(610)740-0611
133204	133226	760979	C. R. FRIENDLY #38	3283 EASTON AVE	BUTZTOWN	PA	18017	1		1861-0000		(215)867-6997
133205	133229	025660	COVENTRY MART	1453 S HANOVER ST	POTTSTOWN	PA	19464	1				(610)327-3114
133205	133225	625733	HEIDI SUE VARIETY	230 BRIDGE ST	PHOENIXVILLE	PA	19460	1			961268	(610)935-1123
133208	133226	032886	C.R.FRIENDLY #28	418 E 4TH ST	BETHLEHEM	PA	18015	1		1861-0000		(610)868-8111
133208	133226	095978	C. R. FRIENDLY #17	4002 CHESTNUT ST	EMMAUS	PA	18049	1		1861-0000		(610)967-6572
133208	133226	546033	C.R. FRIENDLY #35	3600 A ROUTE 378	BETHLEHEM	PA	18015	1		1861-0000		(610)868-1667
133208	133226	657092	CHUCKY'S FOOD & BEE	154-164 ST JOSEPH	EASTON	PA	18042	1				(610)515-0700
162204		085824	VILLAGE SWEETSHOP	255 RT 6	MESHOFFEN	PA	18630	1				(717)833-2991
173802	173826	333178	C. R. FRIENDLY #43	3311 N. GEORGE ST	EMIGSVILLE	PA	17318	1		1861-0000		(717)764-9536
173802	173825	630998	C R FRIENDLY #56	402 S 3RD ST	LEMOYNE	PA	17043	1		1861-0000		(717)774-8415
173802	173828	777307	C. R. FRIENDLY #48	RT 462	COLUMBIA	PA	17512	1		1861-0000		(717)084-0721
173802	173823	357127	GOLDENRIDGE TRAVEL	250 RIDGE RD	YORK SPRINGS	PA	17372	1			944363	(717)528-8800
173802		376158	SHUNNAROS' BIG BEE	600 S STATE RD	MARYSVILLE	PA	17053	1			986430	(717)957-4111
173802	173825	489386	C. R. FRIENDLY #47	R. D. #1, FISHING	ETTERS	PA	17319	1		1861-0000		(717)938-1428
173802	173825	597884	C. R. FRIENDLY	104 N. STATE ROAD	MARYSVILLE	PA	17053	1		1861-0000		(717)957-2286
173802	173825	745615	C. R. FRIENDLY #55	55 ROBINHOOD DR	ETTERS	PA	17319	1		1861-0000		
173803	173828	075795	C.R. FRIENDLY 23	905 E MAIN ST	MOUNT JOY	PA	17552	1		1861-0000		(717)653-9726
173803	173824	090435	C. R. FRIENDLY #1	750 E MAIN ST	ANNVILLE	PA	17003	1		1861-0000		(717)867-4754
173803	173821	137851	C.R. FRIENDLY #09	677 LANCASTER RD	MANHEIM	PA	17545	1		1861-0000		(717)664-2300
173803	173821	413224	C. R. FRIENDLY #25	993 S STATE ST	EPHATA	PA	17522	1		1861-0000		(717)738-4295
173803	173829	473731	C. R. FRIENDLY #29	1500 S MARKET ST	ELIZABETHTOWN	PA	17022	1		1861-0000		(717)361-7887
173803	173821	498336	C. R. FRIENDLY #31	600 E LINDEN ST	RICHLAND	PA	17087	1		1861-0000		(818)866-7684
173803	173821	512397	C.R. FRIENDLY 32	7632 LANCASTER AV	MOUNT AETNA	PA	19544	1		1861-0000		(717)933-5043
173803	173824	608376	C. R. FRIENDLY #52	ROUTE 72 & I-81	JONESTOWN	PA	17038	1		1861-0000		(717)865-2145
173803	173829	621172	FRIENDLY MINI MKT #	6821 PAXTON ST	HARRISBURG	PA	17111	1		1861-0000		(717)564-0206
173803	173825	621343	FRIENDLY MINI MKT #	154 N FRONT ST	STEELTON	PA	17113	1		1861-0000		(717)939-1514
173803	173821	621355	C R FRIENDLY #3	RR 8 BOX 244	MANHEIM	PA	17545	1		1861-0000		(717)273-7871
173803	173821	622041	C R FRIENDLY #51	742 WALNUT ST	LEBANON	PA	17042	1		1861-0000		(717)228-1226
173803	173829	645573	C R FRIENDLY MKT #6	322 WEST	CAMPBELLTOWN	PA	17010	1		1861-0000		(717)838-3001

WHOLESALE : 761406 KLEIN CANDY COMPANY <DIRECT>
 TEMPLATE : 800017 80200 DOR FER98 B2G1F
 TEMPLATE SEQ : 0028
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
173803	173821	691113	C R FRIENDLY MKT #3	302 E EVERGREEN R	LEBANON	PA	17042	1		1861-0000		(717)273-6205
173803	173821	202093	C. R. FRIENDLY #40	135 S. 12TH STREE	LEBANON	PA	17042	1		1861-0000		(717)273-7806
173803	173821	385094	C R FRIENDLY	476 N READING RD	EPHRATA	PA	17522	1		1861-0000		(717)733-3371
173803	173821	401602	C.R. FRIENDLY #11	1 EAST 28TH DIV.	LITITZ	PA	17543	1		1861-0000		(717)627-3553
173803	173829	491008	C.R. FRIENDLY #46	560 E HIGH ST	ELIZABETHTOWN	PA	17022	1		1861-0000		(717)367-8649
173803	173821	491023	C.R. FRIENDLY #44	511 FURNACE HILLS	LITITZ	PA	17543	1		1861-0000		(717)627-2186
173803	173821	645709	C R FRIENDLY #16	RT 501 & RT 897	SCHAEFFERSTOWN	PA	17088	1		1861-0000		(717)949-3240
173803	173829	720345	KREISERS CITGO	1610 N 7TH ST	LEBANON	PA	17046	1		2478-0000	54404	(717)270-5470
173803		774173	ONE STOP EXXON	901 N 3RD ST	HARRISBURG	PA	17102	1			999664	(717)232-6646
173803	173821	776294	FRIENDLY MINI MKT #	2001 E CUMBERLAND	LEBANON	PA	17042	1		1861-0000		(717)274-5302
173804	173845	180538	GREEN VALLEY CAMPGR	RR 1 BOX 203	NEWPORT	PA	17074	1			950006	(717)567-3039
173804	173845	551569	C. R. FRIENDLY #36	ROUTE 11 & 15	SELINGSGROVE	PA	17870	1		1861-0000		(717)743-1180
173804	173843	573208	C. R. FRIENDLY #49	99 MAYNARD ST	WILLIAMSPORT	PA	17701	1		1861-0000		(717)322-3772
173804	173824	619657	OWIK STOP KREISER	ROUTE 209	TREMONT	PA	17981	1		2478-0000	24660	(717)695-2700
173806	173820	032179	ORLOSKIS QUIK MART	RR 1 PO BOX 44	SUGARLOAF	PA	18249	1		3649-0000		(717)788-1710
173806	173827	032893	C.R. FRIENDLY #57	RTS 222 & 662	FLEETWOOD	PA	19522	1		1861-0000		(215)944-0821
173806	173827	348308	C.R. FRIENDLY #10	8 E WEIS ST	TOPTON	PA	19562	1		1861-0000		(610)682-6759
173806	173827	410360	C.R. FRIENDLY #58	1050 SHOEMAKER AV	SHOEMAKERSVILL	PA	19555	1		1861-0000		(610)562-4944
173806	173820	475876	C.R. FRIENDLY #61	307 CENTER ST	TAMAQUA	PA	18252	1		1861-0000		(717)668-4509
173806	173827	745614	C. R. FRIENDLY #26	RT 4037 MOSELEM S	FLEETWOOD	PA	19522	1		1861-0000		(610)914-0281
173806	173820	092274	CONVENIENT FOOD MAR	700 FRONT ST	FREELAND	PA	18224	1				(717)636-0603
173806	173820	183751	MERFS NEWS	48 N WYOMING ST	HAZLETON	PA	18201	1				(717)455-8608
173806	173820	183752	PRNCE VARIETY	586 ALTER ST	HAZLETON	PA	18201	1				(717)454-9106
173806	173820	183914	DUGANS VARIETY	60 BROADWAY	JIM THORPE	PA	18229	3				(717)325-4600
173806	173820	183956	J & E IGA	MAIN AND HUDSONDA	WEATHERLY	PA	18255	1				(717)427-4370
173806	173820	183958	COMMUNITY NEWS	29 WILBUR ST	WEATHERLY	PA	18255	1				(717)427-4312
173806	173820	183992	STEFANICK BROS MOBI	435 E BROAD ST	HAZLETON	PA	18201	1				(717)454-7966
173806	173820	184050	STEFANICK BROS MOBI	RT 309, SCHOOL ST	MILNESVILLE	PA	18239	1				(717)459-2367
173806	173820	355604	FEGLEY MINI MART	146 S KENNEDY DR	MCADOO	PA	18237	1		5112-0000		(717)929-3828
173806	173820	393724	TRESCOW SUPER FOOD	21 WALNUT STREET	TRESCOW	PA	18254	1				(717)455-2641
173806	173820	412690	GROCERIES PLUS	1003 N VINE ST	HAZLETON	PA	18201	1			942086	(717)455-1516
173806	173827	457433	SUNOCO #5104	600 SHOEMAKERSVIL	SHOEMAKERSVILL	PA	19555	1		0362-0101	965400	(610)562-4372
173806	173820	469572	ORLOSKIS FOOD MART	36 S MOUNTAIN BLV	MOUNTAIN TOP	PA	18707	1		3649-0000		(717)474-2380
173806	173824	488105	C.R. FRIENDLY #27	RR 4 BOX 291	PINE GROVE	PA	17963	1		1861-0000		(717)345-2296
173806		518834	ORLOSKI MINI MART	ROUTE 309	DRUMS	PA	18222	1		3649-0000		(717)788-1139
173806	173820	547695	ORLOSKI'S QUIK MART	S. MOUNTAIN BLVD.	MOUNTAIN TOP	PA	18707	2		3649-0000		(717)474-9311
173806	173820	568876	ORLOSKIS QUICK MART	285 S CHURCH ST	HAZLETON	PA	18201	1		3649-0000	KLEIN	(717)454-4339
173806	173820	646097	C. R. FRIENDLY #59	520 S HEHIGH AVE	FRACKVILLE	PA	17931	1		1861-0000		(717)874-4065
173806	173820	670866	NOCCHIS PHARMACY	500 CENTRE ST	FREELAND	PA	18224	1			936328	(717)636-1862
173806	173820	697059	JIMBOS FREELAND PRT	RT 940 BOX 1777	FREELAND	PA	18224	1				(717)636-0400
173806	173824	698715	CRAZY MARE'S	501 ROUTE 61 S	SCHUYLK HAVN	PA	17972	1			998096	(717)385-1067
173806	173824	745617	C. R. FRIENDLY #50	20 POTTSVILLE ST	CRESSONA	PA	17929	1		1861-0000		
173806	173820	768506	ORLOWSKIS QUICK MAR	ROUTE 309 & BUTLE	DRUMS	PA	18222	1		3649-0000		(717)788-4839

BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 2
DATE: 97-12-22
TIME: 02:14 PMWHOLESALE : 761406 KLEIN CANDY COMPANY <DIRECT>
TEMPLATE : 800017 80200 DOR FEB98 B2G1F
TEMPLATE SEQ : 0002
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
134061		573005	ERNIE'S WHOLESALE	810 W WASHINGTON	ALLENTOWN	PA	18102	4				

PAGE BREAK TOTAL ACCOUNTS

TOTAL QUANTITY

TEMPLATE TOTAL ACCOUNTS

TOTAL QUANTITY

$$\begin{array}{r} + 115 \\ \hline 119 \end{array}$$

51844 5372

$$\frac{611}{124}$$

END OF REPORT FOR PROMOTION 800017

512

515

TERP	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
173806	173820	772592	JUSTINS MINI MART	701 E CATAMISSA S	MESQUERHONING	PA	18240	3			999698	(717)669-6777
173806	173820	776491	EGGLEY'S MINI MKT	CENTER ST	TMAMONA	PA	18252	1		5112-0000		(717)668-0728
173806	173820	776499	ORTOSKIS	903 HAZLE ST	FREEHOLD	PA	18224	1		3649-0000	KLEIN	(717)636-9930
173806	173820	776902	FLASH DISC	241 CENTER AVE	JIM THORPE	PA	18229	3		(717)325-4022		
173806	173820	773939	ORTOSKIS QUIK MART	419 E BROAD ST	HAZLETON	PA	18201	1		3084-0000		(717)636-0444
173806	173820	777540	CONVENIENT FOOD MAR	51 W JUNIPER ST	HAZLETON	PA	18201	3		(717)454-9529		
173806	173820	805509	GAP MARKET	118 E CHESTNUT ST	HAZLETON	PA	18201	3		(717)454-2110		
173807	173828	312900	C. R. FRIENDLY #41	1660 ROHRERSSTOWN	LANCASTER	PA	17601	1		1861-0000		(717)560-3532
173807	173821	061096	C.R. FRIENDLY 22	300 EAST HIGH	TERRE HILL	PA	17581	1		1861-0000		(717)656-6434
173807	173822	324133	C. R. FRIENDLY #42	2281 BEAVER VALLE	QUARRYVILLE	PA	17566	1		1861-0000		(717)786-4784
173807	173822	467265	C. R. FRIENDLY # 64	920 W MAIN ST	NEW HOLLAND	PA	17550	1		1861-0000		(717)656-9440
173807	173822	489277	C.R. FRIENDLY # 30	RTE. 41 & 10	COCHRANVILLE	PA	19330	1		1861-0000		(717)593-2225
173807	173822	665368	C.R. FRIENDLY #39	1028 BEN PFANNKILN	DOUGLASSVILLE	PA	19518	1		1861-0000		(610)385-7680
173807	173821	387099	C R FRIENDLY #12	328 E PENN AVE	WERNERSVILLE	PA	19565	1		1861-0000		(610)678-6427
173807	173822	592254	HUNTZ'S SERVICE STA	MAIN & FURNACE	BIRDSBORO	PA	19508	1		1861-0000	948373	(610)582-2271
173807	173821	654924	C. R. FRIENDLY #18	986 E MAIN ST	NEW HOLLAND	PA	17557	1		1861-0000		(717)354-6472
173807	173828	745613	C. R. FRIENDLY #24	777 NEW HOLLAND A	LANCASTER	PA	17602	1		1861-0000		(717)092-1368
173807	173822	777391	ABA CONSULTING LTD.	BOX 2313A RT 41	GAP	PA	17527	1			944314	(717)442-9115

TEMPLATE SEQ : 0028

TEMPLOYEE : 800001
TEMPLOYEE : 800002

TEMPLE : 800017 80200 BOR FEB98 B2G1F

181908 KLEIN CANDY COMPANY <DIRECT>
800017 00300 FOR REPOS BROW

WORKPLAN VAP TEMPLATE LISTING

545582

PAGE:

5

DATE: 97-12-22
TIME: 02:28 PM

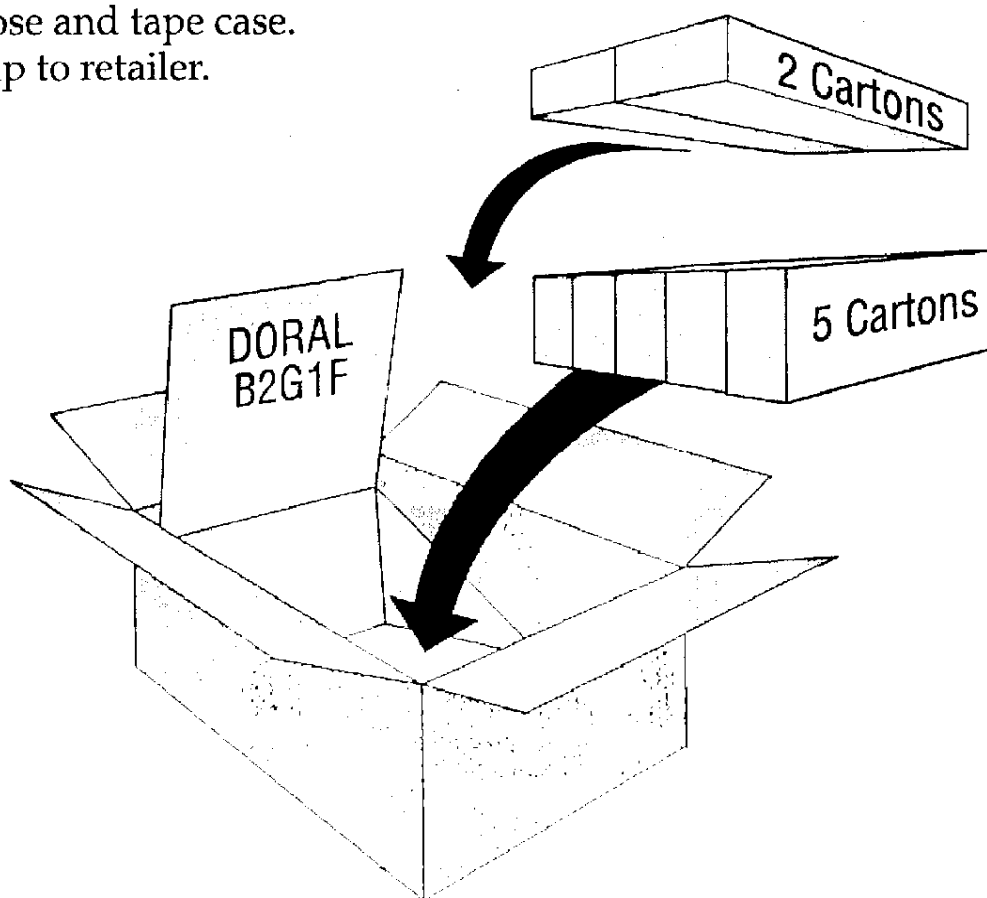
WHOLESALE PACKING INSTRUCTIONS
VALUE ADDED PROMOTIONS
1ST QTR. '98

February DORAL B2G1F

(Buy 2 Packs Get 1 Free—Pack Outlets, CTS Pack)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipping/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 536510 – Pack Outlets

Item: # 536744 – CTS Pack

Description: DORAL B2G1F Display/POS kit

Brand Style	<i>LIGHT</i>	<i>LT 100</i>	<i>LT MEN₁₀₀</i>	<i>FF₁₀₀</i>	<i>UAT LT₁₀₀</i>	
Number of Cartons	<i>X</i>	<i>2</i>	<i>2</i>	<i>1</i>	<i>2</i>	

51844 5374